# SEO & Google Ads Strategy: OpenClaw Content Site

## Primary Keyword Clusters

### Cluster 1: AI Agent Fundamentals (High Volume, Broad)

- what is an ai agent
- how do ai agents work
- ai agent explained
- ai agent for beginners
- what can ai agents do
- ai agent vs chatbot

**Target page**: 01-what-is-an-ai-agent.md

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### Cluster 2: Types & Taxonomy (Medium Volume, Educational)

- types of ai agents
- autonomous ai agent
- fully autonomous ai agent
- ai agent classification
- multi-agent system
- ai agent framework comparison

**Target page**: 02-types-of-ai-agents.md

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### Cluster 3: OpenClaw Brand (Lower Volume, High Intent)

- openclaw ai agent
- openclaw setup

- openclaw configuration

- openclaw vs autogpt

- openclaw download

- openclaw tutorial

**Target page**: 03-what-is-openclaw.md

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### Cluster 4: Autonomous Agents (Growing, High Interest)

- fully autonomous ai agent

- autonomous ai agent 2024

- self-directing ai agent

- ai agent that works on its own

- ai agent no supervision

- ai agent runs automatically

**Target page**: 04-autonomous-ai-agents.md

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### Cluster 5: Getting Started / High Commercial Intent

- how to set up an ai agent

- ai agent beginner guide

- ai agent configuration files

- run ai agent locally

- ai agent without coding

- ai agent system prompt

**Target page**: 05-getting-started.md

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## Google Ads Campaign Structure Recommendation

### Campaign 1: Brand Awareness (Broad Match)

**Budget**: Lower, awareness focus **Keywords**: "ai agent explained", "what is an ai agent", "how ai agents work" **Ad copy angle**: Educational — "Finally Understand AI Agents. Free Guides + Config Files." **Landing page**: 01-what-is-an-ai-agent.md

### Campaign 2: High Intent (Exact Match)

**Budget**: Higher, conversion focus **Keywords**: "openclaw ai", "autonomous ai agent setup", "ai agent config files" **Ad copy angle**: Solution — "Deploy OpenClaw in Under 1 Hour. Download Free Config Files." **Landing page**: 05-getting-started.md or 03-what-is-openclaw.md

### Campaign 3: Competitor Comparison

**Budget**: Medium **Keywords**: "autogpt alternative", "agent zero alternative", "best autonomous ai agent" **Ad copy angle**: Differentiation — "OpenClaw: The Fully Autonomous Agent That Actually Finishes the Job." **Landing page**: 03-what-is-openclaw.md (the comparison table section)

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## Meta Description Templates (per page)

**01**: "What is an AI agent? This complete beginner's guide explains how AI agents work, the observe-think-act loop, memory systems, and why agents are different from chatbots. Read now."

**02**: "Discover all types of AI agents — from simple reflex bots to fully autonomous systems. Learn which agent type fits your use case with clear examples and comparison tables."

**03**: "OpenClaw is a fully autonomous AI agent that completes complex tasks without supervision. Learn what makes it different, what it can do, and how to get started."

**04**: "How do fully autonomous AI agents actually work? Understand goal decomposition, tool use, memory, self-correction loops, and why autonomous agents are a threshold moment in software."

**05**: "Set up your first AI agent with no experience required. Step-by-step guide, configuration files, and 5 ready-to-use task playbooks for research, content, code, and more."